

**COMMUNITY EVENT MARKETING**  
**2/12/93**  
**WEEKLY STATUS REPORT**

1993 Calendar:

- To date we stand at 96.5% completion of scheduled events for 1993. Needed to complete calendar are two Hispanic events for B&H in the Los Angeles and Dallas markets.

Materials:

- Awaiting proofs on all materials ordered for 1993.

Professional Service Agreements:

- Following contract are in final form for vendors signature:
  - State Fair, Glenn Smith
  - State Fair, See Factor
  - Black Expo, Fred JonesMilitary pending armed forces approval for 1993 program.
  - Glenn Smith
  - See Factor

Event Execution Agency:

- Have been submitted by Phoenix Marketing and under review for consideration.

Booth/Tent:

- Purchasing has approved 1220 Exhibits for manufacturing of indoor exhibits. Purchase Reqs will be prepared. Outdoor tents still under price review.

Minority Advertising:

- Submitted ROP request to Media Dept., to date we have received V.S. Black and Hispanic schedule. Still awaiting Marlboro media plan. Creative brief submitted for Calle Ocho Festival ROP ad.

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**MARLBORO:**

State Fair Music Tour:

- Have continued conversations with the following five fairs. Note we have eliminated Arkansas/Oklahoma and added South Carolina State Fair. All fair have new concert dates:
    - Mid South Fair 10/2
    - South Carolina 10/20
    - Jacksonville, FL 10/22
    - Louisiana 10/24
    - Alabama 10/23
- Glenn Smith Presents at our request has submitted a bid to Brooks and Dunn, Suzy Boggess for all five state fairs.

Hispanic Music Events:

- Schedule of events are as follows:
    - Calle Ocho 3/14
    - L.A. Fiesta Broadway 4/25
    - San Antonio AlamoDome 6/6
    - El Fieston, NY 9/5
    - Pan American, Chicago 8/8
- Calle Ocho synergy agreement and talent have been secured. Talent listing consist of Grand Combo, Joe Arroyo, and Hansel. Three pack t-shirt offer starts 2/24. Have secured sponsorship for Fiesta Broadway, El Fieston, and AlamoDome. Negotiations underway for remaining schedule of dates.

Community Events:

- Promoters have been contacted to renew 1993 involvement.

Military:

- Met with Army, Navy and Marine Headquarters in Washington to review 1993 program, specifically, the possibility of a satellite non-branded feed to bases. Initial response is positive.
- Meeting with Air Force Headquarters in San Antonio scheduled for Feb. 19 with John Murphy and Glenn Smith.
- Letters to Headquarters have been mailed, Air Force will be forwarded after the meeting on February 19.

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**BENSON & HEDGES:**

- Black Expo USA agreement submitted for signature. Have secured three markets for stage sponsorships:  
New York 4/24  
Houston 5/22  
Philadelphia 6/5  
Fred Jones exploring talent availability.
- Will start conversations with Indiana Black Expo week of 2/15 for July 2 concert date.
- Remaining calendar of events have been notified of participation in 1993.

B&H Hispanic Event:

- Have identified 4 of the 6 events needed:
  - New York
  - Miami
  - Chicago
  - San AntonioStill reviewing opportunity in Los Angeles and Dallas.

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